



COUNTY OF SAN DIEGO

NEWS RELEASE

FOR IMMEDIATE PUBLICATION: November 4, 2010
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COUNTY LAUNCHES *HOUSING MATTERS* CAMPAIGN ***Campaign Aims to Reduce Homelessness, Stigma and Housing Discrimination***

WHAT: County mental health officials will launch an education campaign aimed at decreasing stigma of mental illness and reducing homelessness in the region.

The *Housing Matters* campaign also hopes to reduce discrimination against people with mental illness seeking a permanent place to live.

WHO: **Nick Macchione**, Director, San Diego County Health and Human Services Agency (HHSA)
Dr. Piedad García, Director, HHSA Adult and Older Adult Mental Health Services
Gary Squier, President, Squier Properties
Client in Supportive Housing

WHEN: **Monday, November 8, 2010 at 10:30 a.m.**

WHERE: **County Administration Center—North Entrance**
1600 Pacific Highway—San Diego

WHY: Mental illness is a major cause of homelessness. There are about 8,500 homeless people in the San Diego region; about 25 percent of them suffer from a mental disorder.

Often, people with mental illness face discrimination when looking for place to live.

HHSA's Mental Health Services has partnered with mental health service providers and housing developers to address the stigma associated with homelessness and mental illness and get people into supportive housing.

Supportive housing is a community-based service model that provides housing and other services, including mental health services.

Research has shown that having a stable place to live is the first step to recovery from a mental disorder. Having a home also helps people get jobs.

Television, radio, and print ads aim to increase public awareness and understanding of homelessness and mental illness and place people on the road to recovery.

More information about the *Housing Matters* campaign will be available starting Nov. 8 at www.HousingMattersSD.org.

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